

NRB

NATIONAL RELIGIOUS
BROADCASTERS
DECEMBER 1998

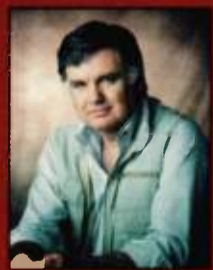
The Prince of Egypt: DreamWorks Delivers

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Thinking Outside the BOX

Dear NRB Member: ■ Twenty-seven years ago, when our non-profit ministry decided to purchase WCFC-TV/Chicago, broadcast was the only way to reach people using the medium of television. Today, that is no longer true. ■ We are in the midst of a revolution. Christian television in the future is going to be much different than the past. Broadcasting will be only one of several options. That is why our non-profit ministry decided to sell its broadcast station and reposition ourselves for the future. ■ Our Total Living Network — a program producer as well as provider — is determined not to miss a beat while we reposition ourselves to do more and better Christian television. We will explore all delivery systems available to present the Gospel, from broadcast and cable to emerging technologies. ■ As the Church prepares to enter a new Millennium, it is our duty to seize the new opportunities available to us to present the Gospel. Now is the time to move forward. Join us as, together, we think outside the box. ■ *JERRY ROSE, PRESIDENT*



Total Living Network

38 South Peoria • Chicago, IL 60607-2628
Phone 312.433.3838 • Fax 312.433.3839





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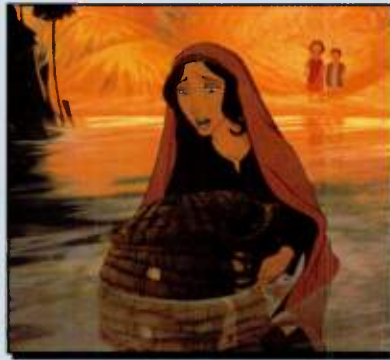
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Cover:

Scenes from
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Art courtesy
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Travels and Triumphs



E. Brandt Gustavson is president of National Religious Broadcasters and publisher of NRB. He can be reached at 703-330-7000, ext. 507, or bgustavson@nrb.org.

People who know me can attest that my heart beats a bit faster for our international friends. What a privilege it is to meet people from around the world who love the Lord and broadcast His message to their homeland.

I am humbled every time I travel abroad to represent this association, amazed at the tenacity and inventiveness of people in other lands who are committed to the Gospel. Such people are certainly worth knowing. If you have not taken the opportunity to meet international friends who attend the NRB convention, you are missing a blessing.

COICOM

In September, I traveled to Costa Rica to participate in the COICOM meeting in San Jose. This is our sister Christian mass media organization for Central and South America. These dear brothers and sisters led by Raul Justiniano and the board planned and executed a well-attended meeting, advancing Christian communications south of the U.S. border. God is at work in these countries bringing the Gospel to millions of people.

Russian Religious Broadcasters

Recently, NRB chairman David Clark attended the founding meeting of a group in Russia forming another sister organi-

zation to NRB. Pray for these historical efforts and read Clark's wrap-up below.

Hispanic NRB

Andres Panasiuk of Christian Financial Concepts heads the Hispanic Chapter of NRB. Spread the word to Spanish ministry friends about special activities for them at NRB '99, Jan. 30 - Feb. 2 at the Opryland Hotel Convention Center in Nashville, TN.

Fellowship of European Broadcasters

The FEB met October 22-25 in Berlin, Germany. I spoke on "Ethics and Integrity in Christian Broadcasting" and enjoyed renewing fellowship with many of our friends in Europe. A good number will be at the Nashville convention.

During this season of celebration, let us remember that Christ came so that the world through Him might be saved. How I rejoice at the working of God as we are using the tools He has given to us to reach the world. Let's stand together and pray for one another, sharing our gifts and receiving those of others with grateful hearts overflowing with His joy. ^{NRB}



David Clark is NRB chairman, executive director of the Media Technology Group and president of FamilyNet. He can be reached at 817-737-4011 or clark@familynet.org.

To Russia, With Love

The 400-plus attendees at the first convention of the Russian Religious Broadcasters amazed me. What I believe will be seen as an historic first meeting was held October 7-9, 1998, in Moscow.

Hannu Haukka, an NRB member with a significant radio and TV ministry in Russia, took the lead in bringing together a broad representation of Russian evangelical leaders involved in radio or TV. I naturally compared this event to the launch of NRB in 1944.

Like the NRB convention, there was an exhibit area with a good representation of ministry and equipment vendors. Non-linear audio and video editing are available and in use. Some of these emerging broadcast ministries may be able to skip the analog stage entirely. The quality and variety of the music that was available was a surprise as was the growing distribution of video.

The general sessions and workshops were filled with eager participants who asked insightful, often probing, questions. Many have been given time on state radio and television stations and needed to learn the basics of production. While there have been some limitations in parts of Russia on inviting the audience to visit a specific church, most opportunities for ministry remain available. Often evangelicals are the only religious organizations producing programs, so the doors seem to be open for the present.

In an evening session, I reminded the broadcasters that the early church had few resources and was largely on the margin of society, just as the Russian Christians. Yet with the outpouring of the Holy Spirit, they were able to penetrate all of society with the Gospel. Filled with confidence and authority, they literally saturated Jerusalem with their witness of Christ. Christian broadcasters have always been on the margin of society and forced to depend on God to provide resources and open doors of opportunity. While the Russian economy is crumbling and evangelicals are a small minority, they are expecting to witness God's power to open doors of opportunity for broadcasting. I am confident they will. ^{NRB}

"The only thing I can say that through this book I came to the knowledge of Jesus Christ. It helped me set free from sin and idolatry"

- Colombia

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- South Africa

"After reading your Bible I believe in God."
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-Dr. Rochunga Pudaite, President of Bibles For The World

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FCC Streamlines Filing



Richard E. Wiley is a former FCC chairman and general counsel for NRB. He is a partner in the law firm of Wiley, Rein and Fielding and was assisted in the preparation of this article by associate Rosemary C. Harold.

This month's column alerts broadcasters to a number of procedural changes in the FCC's operations.

New Electronic Forms

The FCC will soon require broadcasters to file applications and reports at the agency through electronic means. Fifteen major broadcast forms will be rolled out in the coming months. (TV broadcasters already may file electronic versions of their quarterly children's television programming reports.)

Electronic filing will become mandatory for a particular form six months after that form becomes available; most of the new electronic forms will not be released until the second quarter of 1999.

The agency also streamlined several forms by simplifying questions and/or reducing filing requirements. For example, many narrative responses on application queries will require simple yes or no answers, the construction permit period is being extended to three years, and annual ownership reporting is being trimmed to a biennial mandate.

Another change to the ownership report form has generated controversy: licensees will be required to identify their race and gender (including that of significant individual stockholders).

The FCC stated that this information "will allow the Commission to determine accurately the current state of minority and female ownership of broadcast facilities," and assess the need for measures to promote station ownership for small businesses, women and minorities. The change drew sharp criticism from Commissioner Harold Furehtgott-Roth, who deemed the requirement impractical and said the agency lacked authority to request such information.

When specific details about the new electronic forms become available, I will address them in a future column.

Broadcast Auctions

Under its new rules, the Commission will use a "uniform window filing" approach to determine the applicants eligible to participate in a broadcast auction. During a filing window, applicants must file short-form applications and enough engineering data for the FCC staff to determine the groups of competing applications. Only the auction winner will be required to submit the more detailed long-form application.

The agency will award a "new entrant" bidding credit to auction applicants with few or no media interests. Applicants with no controlling interests in any media outlets will receive a 35 percent bidding credit, while applicants with controlling interests in no more than three media outlets, none of which serve the same area as the proposed station, will receive a 25 percent credit. (Media taken into account include AM, FM, TV and low-power TV stations, cable systems and daily newspapers.)

The FCC has not yet lifted the current freeze on applications for new broadcast stations. The FCC indicated that it will make further public announcements in the near future about specific filing deadlines, payment requirements and auction procedures concerning these unbuilt stations. **NRB**

DISCOUNTED AIRLINE AND CAR RENTAL RATES HAVE BEEN NEGOTIATED FOR THIS EVENT!

NRB '99
Nashville, Tennessee
Jan. 30 – Feb. 2, 1999

Association Travel Concepts, the official travel agency for this event has negotiated discounts with the following vendors to bring you special fares that are lower than those available to the public.

By calling ATC, you will receive 10-15% off tickets purchased more than 60 days prior to the meeting. For tickets purchased less than 60 days prior to the meeting, the discounts will be 5-10%. ATC will also search for the lowest fare on all other carriers serving this destination.

To take advantage of these great rates contact us at:

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Discounts apply to travel from 1/27/99 through 2/5/99

A 90-second short feature that reaches millions of families daily with a pro-family message from the nation's capital.



Washington Watch

WITH

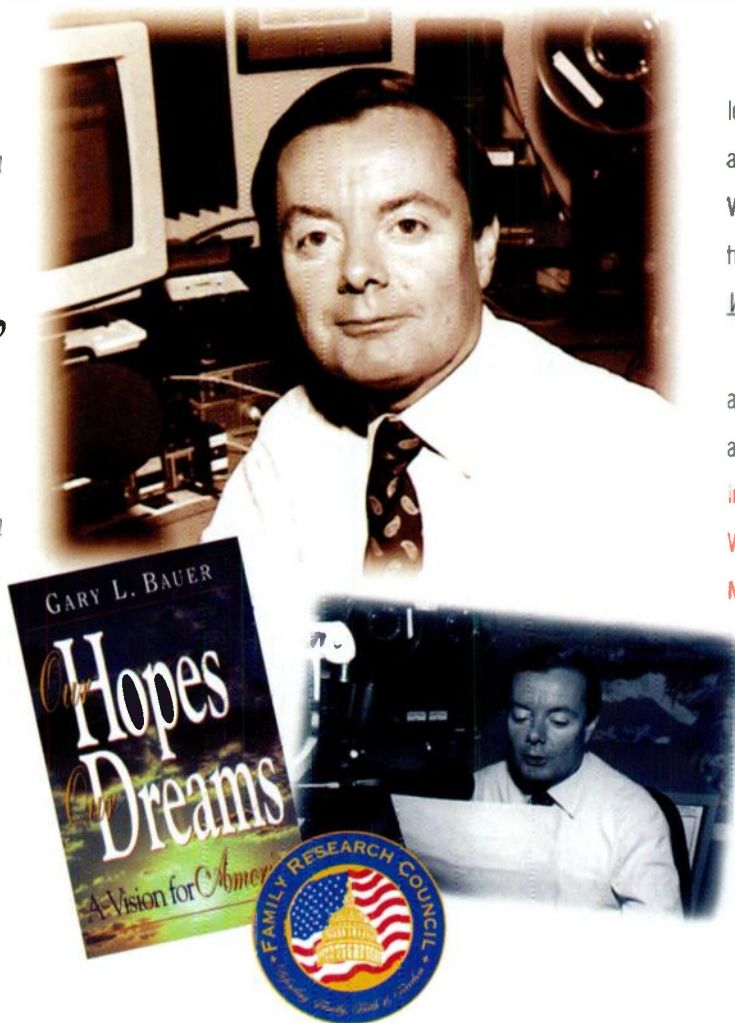
Gary Bauer

“*Washington Watch* is our most popular short feature. It fits so well in between *Focus on the Family* and *Insight for Living* during our morning drive...Anyone not taking advantage of this great programming feature should take a closer look at how well it fits your programming.”

— **Renee Larson**
General Sales Manager
KPXO Phoenix

“We thought we'd move *Washington Watch* and replace it with local spots. What a big mistake! The phones lit up with angry listeners wanting their *Washington Watch* fix in the mornings. It just makes good programming sense to utilize a short feature during your drive-time.”

— **Chris Ward**
Program Director
KPXO Phoenix



One of the most trusted pro-family leaders in America today takes your audience **behind the scenes** of Washington policy making every day in his popular **90-second** commentary, *Washington Watch*.

Family Research Council president and former Reagan domestic policy advisor Gary Bauer shares his **unique insight on how decisions made in Washington, D.C. will affect families on Main Street**.

That means your **family audience** gets the **most timely analysis of today's headlines** that's both practical and thought-provoking. For more information on *Washington Watch* with Gary Bauer call Briargate Media at **719-531-3300**

Gary Bauer is the author of several books on the family, including his latest *Our Hopes, Our Dreams*. He is also relied upon as a credible spokesperson for family issues by every major broadcast and cable news network.

Available to all *Washington Watch* affiliates is a daily *Washington-insider* fax from Gary Bauer. Call today for information on receiving your copy.



Airwave Anniversaries

Cleveland, OH – WCRF-FM/Cleveland celebrated its 40th anniversary in November. The station was one of the first Christian broadcasters to utilize the FM band. NRB president Brandt Gustavson is a former manager of the station. (Diek Lee, 440-526-1111)

Colorado Springs, CO – *Family News in Focus* celebrated its 10th anniversary in October. The radio program was created to inform Christian listeners and involve them in cultural and legislative issues that affect the family. (Melanie Berth Dobson, 719-531-3481)



Tallinn, Estonia – Raadio 7/Tallinn, the evangelical Christian radio station in the Estonia capital, celebrated its fifth birthday on October 30. The interdenominational station began broadcasting at the initiative of the International Broadcasting Association, the Swedish Pentecostal movement's radio ministry. (Dan Wooding, assist@com-puterve.com)



Airwave News

Chicago, IL – A group of Christian networks and program providers formalized its name and set target dates for converting Christian radio program distribution via satellite to a new technology platform. The Christian Radio Consortium (CRC) is comprised of several satellite distributors: Ambassador Inspirational Radio, Focus Satellite Network, Moody Broadcasting Network, Salem Radio Network, SkyLight Satellite Network and USA Radio Network. CRC will transition from FM2 technology to Digital Video Broadcasting (DVB), testing in early 1999 and fully transitioning by September 6, 1999. (Jim Sanders, 714-738-1501)



Virginia Beach, VA – *The 700 Club* has a new weekend format, utilizing the tag line, "This weekend, see a world of difference." (757-226-2305)

Portland, OR – NBG Radio Network announced the launch of REspec, a market exclusive, quarterly source of ready-engineered, speculative radio commercials allowing customized production to a sales team. (800-572-4624, ext. 772)

Seattle, WA – WCRF-FM/Cleveland, OH, was named religious/gospel station of the year in the National Association of Broadcasters' Marconi Radio Awards presented October 17 at the closing ceremony of the NAB Radio Show. (Diek Lee, 440-526-1111)

Fullerton, CA – Women Today International announced the length change of its daily broadcast program *Women Today* from 4:00 to 1:00. Hosted by Vonette Bright, the program provides women with encouragement to live fully for Christ. (Ellen Galey, 714-738-1501, ext. 226)



(L-R) David Pierce, Bryan Duncan and Therese Romano

Nashville, TN – Myrrh recording artist Bryan Duncan was recently featured on the K-LOVE Radio Network's *Morning Show*, hosted by David Pierce and Therese Romano. (Sarah Humphrey, 615-457-1244)

Grand Rapids, MI – Sports Outreach America, a non-profit consortium of parachurch organizations, denominations and individuals, developed a 1999 Super Bowl Outreach Kit. The kit includes a 12-minute video featuring NFL players, 10 Super Bowl edition *Sports Spectrum* magazines, 10 *More Than Winning* booklets, one poster and one planning guide. Media interviews are available. (Michael Wozniak, 616-974-2684)



Nashville, TN – The Public Media Division of United Methodist Communications announced its next radio releases. *Jump In* is a series of PSAs inviting people to do something to make the world a better place. *Survivors*, a youth program, offers a one-minute glimpse into the world of a young person and is being produced in cooperation with Presbyterian Media Mission in Pittsburgh, PA. (Letty LaFontaine, 800-476-7766)

Tampa, FL – On October 22-25, Billy Graham returned to Tampa Bay, the birthplace of his worldwide ministry where he received the call to preach and delivered his first street corner sermons more than 60 years ago. The crusade averaged 64,500, with a nightly average of 4,900 coming forward to make a commitment to Christ. (A. Larry Ross, 972-267-1111)

BILLY Graham
Evangelistic Association



Naples, FL – The Dominion Sky Angel DBS Television & Radio System is the first high-power direct broadcast satellite permittee in the United States to launch a comprehensive package of home school classes for grades K-6 and 9-12. On September 1, live and videotaped classes started delivery 24 hours a day, seven days a week to homes equipped with 18-inch DISH™ antennas. (Nancy Christopher, 941-403-9130)

Sacramento, CA – K-LOVE Radio added KLVY-FM/Merced-Fresno, CA. In other K-LOVE news, the FCC granted a change of call letters for KOCC-FM/Oklahoma City, OK, to KYLV-FM. (Lloyd Parker, 916-928-1515)

West Palm Beach, FL – WAY-FM/West Palm Beach held an on-air auction on October 2 to raise money for the First Baptist Church of North Lauderdale. The main sanctuary building burned to the ground in late September. (Taylor, 561-881-1929)

Chicago, IL – Big Idea is creating a one-hour Christmas special to air exclusively on PAX TV December 19. The special will include the network premiere of Big Idea's *The Toy That Saved Christmas* plus new Christmas segments created specifically for the broadcast. (www.bigidea.com)



Washington, DC – A group of pro-family and religious organizations supporting the "Truth in Love" campaign about homosexuality announced its next step in October: TV ads. The 60-second ads, produced by Coral Ridge Ministries, focus on the theme that homosexuals can change. (Kristin Hansen, 202-393-2100)

Greenville, NC – Franklin Graham wrapped up a worldwide preaching tour in October on the campus of East Carolina University. A total of 60,000 people turned out for "Festival '98 With Franklin Graham." (Melissa Morgan, 770-813-0000)

BOTT RADIO NETWORK

Quality Bible Teaching • Christian News & Information

"Our Company Is Known...By The Company We Keep!"



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Focus on the Family



Chuck Swindoll
Insight for Living



Charles Stanley
In Touch



June Hunt
Hope for the Heart
Hope in the Night



David Jeremiah
Turning Point



Bill Bright
World Changers



D. James Kennedy
Truths That Transform



Kay Arthur
Precept



John MacArthur
Grace to You



Dennis Rainey
Family Life Today



Woodrow Kroll
Back to the Bible



Steve Brown
Key Life



Beverly LaHaye
Beverly LaHaye Live



RBC Ministries
Discover The Word



Billy Graham
Hour of Decision



Dave Breese
Dave Breese Reports



Hank Hanegraaff
Bible Answer Man



Elisabeth Elliot
Gateway to Joy



Adrian Rogers
Love Worth Finding



Tony Evans
The Alternative



Ed Young
Winning Walk



Marlin Maddoux
Point of View



R.C. Sproul
Renewing Your Mind



Michael Youssef
Leading The Way



Gary Bauer
Washington Watch



J. Vernon McGee
Thru The Bible



Dawson McAllister
McAllister Live



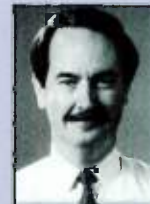
Jay Sekulow
Jay Sekulow Live



Greg Laurie
A New Beginning



Larry Burkett
Money Matters



Cal Thomas
Cal Thomas Commentary



John Willke
Life Issues



Dick Bott
President

Since 1962, we have cared very much about the quality and integrity of our programming. During the past 36 years many *storms of change* in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us *stay the course*. For us, quality Bible teaching will always be the *anchor* for our format...our anchor holds!

Thankfully, that is a conviction and a commitment that we share with the many programs that we have been privileged to partner with during these past 36 years.

Be assured, if your program is on Bott Radio Network ... You're In Good Company!



Rich Bott, II
Vice-President



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(L-R) KLTy's Michelle Toholsky, Sandy Hormillosa and Sheila Walsh

Fort Worth, TX – Author, speaker and Integrity recording artist Sheila Walsh was interviewed live on *Mom Connection*, KLTy-FM/Fort Worth's one-hour talk show hosted by Michelle Toholsky and her mother, Sandy Hormillosa. (Jessica Atteberry, 615-777-2211)

San Juan, PR – Station manager Janet Luttrell of WIVV-AM/Vieques Island and WBMJ-AM/Santurce reported damages to Puerto Rico's broadcasters from Hurricane Georges' September 21 rampage. Many stations were thrown off the air, 24 radio stations lost antennas, four TV stations lost towers and many microwave links vanished. WIVV lost a standby satellite dish; WBMJ did not suffer major damages. (787-724-1190)

Tulsa, OK – Golden Eagle Broadcasting (GEB) offers a positive alternative to network programming with the launch of a new 24-hour satellite TV network. As part of its Family Safe® programming, it will offer Christian programming from Oral Roberts Ministries, Kenneth Hagin Jr., Billy Joe and Sharon Daugherty, Kenneth and Gloria Copeland, Joyce Meyer, Marilyn Hickey, Creflo Dollar Jr., Keith Butler, Jesse Duplantis, Jerry Savelle and Robb Thompson. The network's C-Band signal is Galaxy, 1R transponder 24. (Charnaine Lee, 818-495-7421)



Nashville, TN – The Christian Hit Radio Satellite Network added KNMI-FM/Farmington, NM. The station will begin carrying network programming on January 1. (Michael Wilson, 615-371-9296, ext. 21)

West Palm Beach, FL – Cable operator Cox Communications, Inc., entered into a cable carriage agreement with Paxson Communications Corp. for family-friendly TV network PAX TV. The agreement allows Paxson carriage in markets not currently covered by a Paxson-owned or -affiliated broadcast TV station. (561-659-4122)

Dothan, AL – Life Communications Network, Inc., announces the addition of WQLS-FM/Ozark, AL, to the *On the Rock With Bill Stephenson* affiliate lineup. (334-792-1431)



Babbie Mason

Norcross, GA – Dove Award-winner Babbie Mason is host of *Babbie's House*, a new weekly half-hour TV series for WATC-TV57/Atlanta, GA. The program is designed to teach and inspire, featuring Mason's experiences as a wife and mother. (Greg West, 770-300-9828)

Charlotte, NC – The Bible Broadcasting Network has a new satellitor in Ashland, OH. (Harold Richards, HRichards@bbnradio.org)

Lancaster, PA – Paul Heil's *The Gospel Greats* program was voted "Favorite Syndicated Radio Program" for 1998 at the *Singing News* Fan Awards. The award was presented on September 24 at the National Quartet Convention in Louisville, KY.

Seattle, WA – A. Larry Ross & Associates, Inc., offers media interviews for World Concern, an aid organization. The 43-year-old organization offers an unusual twist on holiday gift giving, focusing on providing aid to the world's poorest families. Donations range from buying rabbits to securing small business loans for women. (Christine Moore, 972-267-1111)



International News

Cary, NC – "Oasis of Hope," the strategic alliance between Trans World Radio and Back to the Bible, aims three broadcasts toward the Middle East. *Hidden Treasures* addresses issues with which Arab women are concerned. A dramatized youth program, *Street Talk*, explores such topics as worry, fear, hatred, corruption and superstition. A program to illiterate in the Egyptian colloquial dialect reaches a group who live in a totally oral society. (Dave Hansen, 402-464-7200 or Richard Greene, 919-460-3760)

Berrien Springs, MI – The *NET '98 NeXt Millennium* series of the Seventh-day Adventist Church (SDA) aired from October 9 - November 14. The live seminar program was uplinked to satellite from its host site at Andrews University in Berrien Springs and downlinked to 5,000 locations worldwide through the Adventist Communication Network. (Adventist News Network Bulletin, 301-680-6306)



Silver Spring, MD – The new Adventist World Radio (AWR) Spanish network for Latin America took to the airwaves on October 1 with the launch of the Voice of Hope International Radio Network, spanning from Chile to the Dominican Republic. Local stations around Latin America have agreed to produce programs for the 24-hour network service. (Adventist News Network Bulletin, 301-680-6306)

Charlotte, NC – Red de Radiodifusion Biblica's announced the acquisition of its 72nd station, 105.5 FM/Cochabamba, Bolivia. (Harold Richards, HRichards@bbnradio.org)

INTERNATIONAL HELSINKI FEDERATION FOR HUMAN RIGHTS

Le Mee-sur-Seine, France – Nineteen European countries violate religious liberty, according to the 1998 annual report of the International Helsinki Federation for Human Rights. Those countries include: Albania, Armenia, Austria, Azerbaijan, Bosnia-Herzegovina, Bulgaria, Georgia, Greece,

Kazakhstan, Kirghistan, Latvia, the former Yugoslav republic of Macedonia, Moldova, Norway, Romania, Russia, Turkmenistan, Uzbekistan and Yugoslavia. (Adventist News Network Bulletin, 301-680-6306)

Moscow, Russia – More than 400 delegates from the former Soviet Union met for media training, prayer, fellowship and planning evangelism on October 6-8 in Moscow. The meeting agenda included 13 workshops, two media breakfasts and three general sessions. NRB chairman David Clark addressed the gathering (see page 4). Representatives from 20 nations were elected to form a working group to respond to their national needs: Armenian, Azeri, Bashkir, Belorussian, Burjat, Chukchi, Chuvash, Estonian, Jewish, Kalmuk, Karelian, Kazakh, Kirgiz, Komi, Latvian, Mari, Mordvin, Tatar, Udmurt and Ukrainian. (Hannu Haukka, irrtv@hsrtv.pp.fi)

Anaheim, CA – Chuck Swindoll's *Insight for Living* messages are being translated into Russian and broadcast to more than 15 million people in Moscow and St. Petersburg, Russia. This marks the seventh translated language for the program. (Melinda Lankford, 714-575-5443)



Yo ho ho...



**Ahoy
Matey!**

As we set sail for 1999 Christian Pirate Radio wants to put more wind in your *sales*.

When you join the pirates during January, February or March, we will double your schedule at no additional cost.

That's an offer that's good as Gold!

Call Brian the Q at (818) 956-5552 and claim your treasure.

Middle East – In mid-November, Eutelsat's new satellite (W2) replaced SAT-7's Eutelsat 2F3 location. The new satellite will transmit SAT-7 programs from the same orbital slot (16E) and time each Friday and Sunday, but at a new frequency, 11.178 Ghz (Vertical Polarity). This change will affect all channels (including six Arabic channels) currently broadcasting from Eutelsat 2F3. (mail@sat7.org)



Internet Information

Washington, DC – On October 15, Commerce Committee chairman Tom Bliley (R-VA), Finance Subcommittee chairman Michael Oxley (R-OH) and U.S. Rep. James Greenwood (R-PA) celebrated the inclusion of the Child Online Protection Act (COPA) in the omnibus spending bill. COPA requires commercial, online pornographers to screen out minors before distributing or selling certain adult material on the Web. (David Fish, 202-225-2676)

Chantilly, VA – NRB member DIDAX, Inc., relaunched its award-winning Christian Web site as Crosswalk.com in September. The site was named the 1997 "Christian Web Site of the Year" by Best of the Christian Web. DIDAX, Inc., is listed on NASDAQ (symbol: AMEN). (Stephen Biggerstaff, 703-968-4808, ext. 31)



Brentwood, TN – Musicity Access offers free online resources for news, jobs, artist info, show prep and radio links at its Web site: www.musicityaccess.com. (scott@musicityaccess.com)



Music Notes

Nashville, TN – *Live From Nashville With Doug & Connie* welcomed Benson recording artist Bob Carlisle and ForeFront recording artist Rebecca St. James to the studio. (Michael Wilson, 615-370-9296, ext. 21)

Louisville, KY – Dove Award-winning artist George Younce received his 13th "Favorite Bass Award" from the *Singing News* Fan Awards on September 24 during the National Quartet Convention in Louisville. Younce, bass for The Cathedrals, also was the subject of the convention's yearly *This Is Your Life* series, a two-hour special highlighting key events in his life. (Amy Templeton, 615-383-5535, ext. 121)



George Younce

Nashville, TN – Wright Music signed the Magnificent Melody Boys Quartet. The first project with the label will debut January 1999. (Terri Todd, 615-320-3600)

Nashville, TN – Virgin/ForeFront Records act de Talk made album sales history for the second time in its career. Selling 106,213 copies in its initial seven days, the group's *Supernatural* debuted at #4 on Billboard's Top 200 Album Chart and #1 on Christian Albums Chart, the highest debut for a Christian rock artist in Billboard's Top 200 history and the highest number of albums sold in the Christian marketplace the first week of release. The group's #4 entry on Billboard sandwiches them between veteran shock rocker KISS (#3) and rookie shock rocker Marilyn Manson (#5). (Rachel Weddle, 615-771-2900, ext. 246)



Hendersonville, TN – Daywind Music Group hosted its sixth annual cruise for radio DJs and media on September 24 in Louisville, KY. (Celeste Winstead, 615-822-4524)



Daywind artists ready for the DJ and media cruise.

Nashville, TN – The producers of the "Young Messiah" and "Emmanuel" tours have united Twila Paris, Crystal Lewis, Avalon, Anointed and Niehole Nordeman for a 12-city "Christmas Celebration" tour. The artists will perform Christmas favorites and signature songs backed by a full band. (Paula Houlette, 615-371-4300)

Nashville, TN – Christian singer Gary Oliver's son, Brandon, was killed in a car accident on October 9. Presiding over the funeral were pastor Mark Hamby, Bishop Eddie Long, Bishop T.D. Jakes, pastor Rod Parsley and Bishop Carlton Pearson. More than 200 attendees were saved at the service. Oliver is seen often on the Trinity Broadcasting Network. (Terri Todd, 615-320-3600)



(L-R) Doug Riley, Tim Parton and Adam Borden of Gold City accept the "Favorite Band" award.

Hendersonville, TN – Daywind artists received six *Singing News* Fan Awards at the National Quartet Convention in Louisville, KY. Members of Brian Free & Assurance won "Favorite Tenor" (Free), "Horizon Individual" (Jon McBroom) and "Favorite Album of the Year" (*4 God So Loved*). Members of Gold City won "Favorite Young Artist" (Jay Parrack) and "Favorite Band." Steve "Rabbit" Easter was honored as "Favorite Musician." (Celeste Winstead, 615-822-4524)

Nashville, TN – Japan's #1 pop radio station, J.WAVE, plays Sparrow recording artist Michelle Tumes's debut album, *Listen*. Tumes will perform at NRB '99. (615-371-6800)

Nashville, TN – Sparrow recording artists Susan Ashton, Cheri Keaggy and Aaron-Jeffrey, along with ForeFront recording artist Geoff Moore, will perform together in Minneapolis, MN, on New Year's Eve. The concert proceeds will go to Compassion International. The artists are expecting to generate enough money to feed 100 children for one year. (615-371-6800)

Nashville, TN – CBS, Warner Brothers (WB) and UPN used Christian songs from Sparrow artists in recent popular series. *Dawson's Creek* (WB) used "Woo Hoo" from Newsboys; Wynonna Judd sang Avalon's "Testify to Love" on *Touched By An Angel* (CBS); and Margaret Becker's "Take Me In" was aired on *Pensacola Wings of Gold* (UPN). (615-371-6800)

Nashville, TN – Phil Joel and Jeff Frankenstein of the Sparrow group Newsboys recently guest-anchored *Channel One*, a daily news program seen by more than eight million public and private school teenagers nationwide. (615-371-6800)



News Bites

Washington, DC – Until further notice, all TV and radio license and permit holders are not required to submit Broadcast Station Annual Employment Reports (FCC form 395-B), Broadcast Employment Opportunity Program Reports (form 396) or Broadcast EEO Model Program Reports (form 396-A). (Karl Stoll, 703-330-7000, ext. 517)

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Ventura, CA – According to a recent survey, the Barna Research Group reports that the three most significant qualities people look for in a church when moving to a different community are beliefs and doctrines of the church, how much the congregation cares for one another and quality of the sermons. (George Barna, 805-658-8885)

Denver, CO – Promise Keepers (PK) men's conferences were offered at no charge in 19 venues in 1998, attracting more than 450,000 attendees. Highlights of the conferences: more than 17,000 commitments to Christ, 10 new cities among the 1998 venues and all seven arena conferences filled to 90 percent or more capacity. (303-964-7777)



People

Springfield, MO – Evangel University named NRB chairman David Clark the 1998 Regius Award recipient. The award honors department of social sciences graduates who have demonstrated outstanding professional accomplishments and is awarded each year in early October during the university's homecoming. (800-382-6435)

Loveland, CO – Group Publishing promoted Bill Korte to vice president of marketing and sales. He served as Group's product development director since 1997. Prior to joining Group, he served as sales director with Augsburg-Fortress Publishers in Minneapolis, MN. (Suzanne Dowd, 800-635-0404, ext. 4150)



Michael Hayden

Sacramento, CA – K-LOVE Radio Network named Ty Cahill senior Web developer. He will manage the daily Web site operations. Cahill's former position was programmer analyst for HCLA, Inc., based in Concord, CA. (Lloyd Parker, 916-928-1515)

Greenville, NC – Lawrence Behr Associates (LBA) named Michael Hayden director of engineering services. He will play a key role in LBA's strategy and implementation of wireless telecommunications engineering services. Hayden serves as director of National Association of Radio and Telecommunications Engineers (NARTE) and is a certified NARTE engineer. LBA services include tower site acquisition and a range of maintenance and management services. (Cathy Palmer, 252-757-0279)

Brentwood, TN – Essential Records and Sub-Lime Records named Rachel Murphy manager of publicity for the labels. Formerly publicity coordinator for Benson Label Group, Murphy will serve as the primary media contact for Essential and Sub-Lime, developing and implementing all publicity campaigns. (615-373-3950, ext. 525)



Maj. Steve Hedgren

Atlanta, GA – Third generation Salvationist Major Steve Hedgren is the new featured speaker for the Salvation Army's *Wonderful Words of Life* radio program. A former chaplain for the St. Louis Cardinals, Hedgren also coordinated the Army's disaster relief of the ValuJet plane crash in the Everglades. (404-728-6727)

Nashville, TN – Christian music veteran Ron Griffin is the manager of KMG Records's newest artist. According to John, Griffin is a two-time Grammy-winning and three-time Dove Award-winning producer and currently works with the Charlie Daniels Band as producer and engineer. (Missy Baker, 615-269-7000)

Washington, DC – The Heritage Foundation named Joseph Loconte its first William E. Simon Fellow for Religion in a Free Society on October 21. He will write and research under the auspices of Heritage's new Center for Religion in a Civil Society, which examines and promotes the role of religion in American life through widely publicized stories of local heroes who restore the moral foundations of communities and through scholarly research. (202-546-4400)



Washington, DC – House Majority Leader Dick Arney presented the "Freedom Works Award" to Joe White during an October 7 ceremony at the Capitol Building. White is co-host of *Life on the Edge - Live!*, a weekly one-hour broadcast reaching millions of America's teenagers. He received the award for his role as founder of Kids Across America, a camp which hosts 4,000 urban youths each summer. (Robert Turnbull, 719-548-5883)

Charlottesville, VA – The Rutherford Institute president John Whitehead was featured on the CBS news magazine *60 Minutes* on October 4. Veteran correspondent Ed Bradley spoke with Whitehead about the Institute's role in the Paula Jones lawsuit and his often controversial positions on such issues as capital punishment and women's rights. (Nisha Mohammed, 804-978-3888)



John Whitehead

Nashville, TN – Emily Kohl was promoted to publicist for Turning Point Media Relations, Inc. She formerly served as regional media coordinator for the company. Kohl will serve national print and broadcast media representatives and will oversee local and regional media coverage for the firm's roster. (Brian Smith, 615-329-1007)

Minneapolis, MN – Telex® Communications, Inc., appointed Ned Jackson president and CEO. Jackson possesses more than 37 years of international sales and marketing experience with DuPont®, most recently as president and general manager of DuPont's successful DACRON polyester unit. (Debra Pagan, 516-784-7865)

Tempe, AZ – MDS Communications announced the addition of Richard Hendrix as COO. Hendrix, who has pastored evangelical churches, holds a background in administration and will oversee the company's business operations. (Jay Mount, 602-752-8140)



Richard Hendrix

Charlotte, NC – Bible Broadcasting Network (BBN) announced Richard Johnson's move to public relations. He will arrange meetings for listener fellowship in BBN's coverage areas. Dan Austin has been named to Johnson's former position as manager of WYFQ-AM-FM/Charlotte, NC. Also, David Phillips is manager of WYFH-FM/North Charleston, SC, the position left by retired manager Dewey Godwin. (David E. Phillips remains manager at WYFD-FM/Huntsville, AL.) Also, Jack Long is now manager of WYFE-FM/Tarpon Springs, FL. (Harold Richards, HRichards@bbnradio.org)



Sharathons

Champaign, IL – WBGL-FM/Champaign recently concluded "Break-through '98," the station's fall fund raiser by surpassing its goal, with more than \$90,000 in faith promises. More than 1,200 listeners

How the "Year 2000" Computer Crisis Will Affect You and Your Family

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- **Secure clean, uncontaminated drinking water even if your water treatment plant can't.**

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You have very little influence over whether the federal government or private industry gets its computers fixed in time. But that does not mean you have to become a victim. You can begin preparing now to make sure you and your family **survive the coming chaos.**



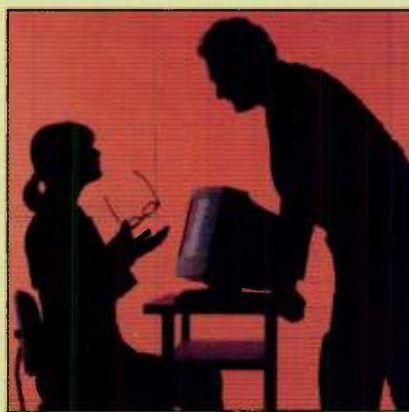
To assist you, the Y2K consumer advocate and best-selling author Michael S. Hyatt has prepared

a two-part family information and protection resource, *The Countdown to Chaos Protection Kit*. In it, you'll find the timely and essential information **you need** to get started right now.

In Part One (a six-tape audiocassette series), Mike defines exactly what the millennium bug is and how it will affect you. He explains in clear, non-technical language why it is highly unlikely the Y2K problem will get fixed in time and outlines **three possible scenarios that could result from this devastating problem.** He then discusses 13 critical areas you need to consider in developing your personal Year 2000 survival plan. You'll also discover why you can't afford to leave this responsibility to someone else—especially the government.

Part Two of the kit consists of the extensive *Y2K Resource Manual: A Common Sense Guide to the Equipment, Products, and Resources You Need to Insure Your Family's Protection and Survival.* This invaluable emergency-preparedness guide will give you **specific recommendations and checklists**—the essential resources and supplies you'll need to survive this looming crisis (including addresses and telephone numbers). You'll learn the "ABCs of Self-Preparedness," such as alternative energy sources, the most efficient food storage programs, and the critical medical supplies **every family** should have in a crisis.

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responded during the event. (Meridith Foster, 102404.3275@compuserve.com)

Orlando, FL – WACX-TV/Orlando recently concluded "Millennium Miracle," a two-week fund-raising event, surpassing the goal of \$40 million by \$177,000. The funds will be used to construct "Majesty for Television," the new Super-Channel 55 building, convention space and commercial office lease space, to be completed in August 2000. (Claud Bowers, 407-298-5555, ext. 102)



"Majesty for Television"

Nashville, TN – WAY-FM/Nashville completed its most successful sharathon to date in late October, with a total of \$49,000 pledged in monthly support. Additionally, more than \$181,300 was pledged toward the Ministry Center; construction will begin on the center in early March 1999. (Christopher Buchanan, 615-370-9296, ext. 16)

St. Paul, MN – Halfway through its annual three-day sharathon held October 6-8, KTIS-AM-FM/St. Paul reached its goal, raising \$1.4 million, pledged by 8,664 listeners. Following up the sharathon goal, an expansion goal of \$425,000 was set and exceeded for "Vision 2000," a plan that includes securing a stand-by facility for KTIS, the purchase of a station in California to be added to the Northwestern College Radio Network and financial support for stations in Kenya and Uganda. The final expansion amount pledged was \$525,000. (Janell Wojtowicz, 651-628-3387)

Greenville, SC – The His Radio network, WLFJ-FM/Greenville, SC, and WLFA-FM/Asheville, NC, completed the fall sharathon in record time on September 26, raising \$1.25 million in faith promises. (Allen Henderson, 864-292-6040)

Carlinville, IL – WIBI-FM/Carlinville celebrated its best fall fund raiser in the station's 23-year history, with more than \$92,000 in pledges. The station saw a 28.8 percent increase in the number of donors, possibly due to a recent power increase which provides a clear signal to North County and Metro East St. Louis. (Colleen Weir, 217-854-4800)



Technology

Marlborough, MA – Artel Video Systems announced an enhanced version of the UTAH 1500 HDTV router to be used with its HDTV Mini Master Control. System list pricing for the router begins at \$20,000. (Margaret Turano, 508-303-8200, ext. 225)

Wayne, NJ – Ten Fujinon lenses were selected for use on Sony HDC-700 and HDC-750 cameras for National Mobile Television's all-digital, high-definition mobile truck, HD-1. The vehicle's inaugural outing was Cablevision's Madison Square Garden Network's (MSG) October 9 broadcast of the National Hockey League game between the New York Rangers and the Philadelphia Flyers, the first sports event completely produced in the high-definition video format using the new 1080i digital standard. (Robin Hoffman, 718-788-5916)



A high-definition video camera with a Fujinon 66X lens awaits use with HD-1's mobile truck in front of Madison Square Garden.

Tempe, AZ – Hafler® received the 1998 "TEC Award for Outstanding Technical Achievement—Amplifier" for its P4000 Trans-nova DIAMOND (Dynamic Invariant Amplification Optimized Nodal Drive) during the 105th AES (Audio Engineering Society) Convention in San Francisco, CA. The P4000 is a 200-watt per channel @ 8 ohm convection cooled amplifier. (Jerry Cave, 602-967-3565)

Hafler

Tulsa, OK – In the wake of the May 19 Pan-AmSat's Galaxy 4 satellite outage, SpaceCom is in the process of negotiating transponder capacity for a new back-up strategy that includes two transponders simultaneously and continuously transmitting the FM Cubed technology. Such an arrangement would make SpaceCom's signal hot on two separate satellites rather than one primary bird. (Mike Odneal, 800-950-6690)

San Jose, CA – WAAY-TV/Huntsville, AL, invested in Sony Betacam SX® equipment to transition to digital broadcasting. Total equipment purchases were \$2.4 million and included 21 DNW-A100 digital hybrid recorders, 21 DNE-700 nonlinear editing systems, 16 DNW-9WS 4.3/16:9 switchable camcorders, six DNW-7 camcorders and four DNW-A225



portable field editors, as well as other equipment. (Lisa Young, 408-955-5683)



Maxell Pro Audio Family

Fair Lawn, NJ – Maxell Corporation of America introduced a complete family of media for professional audio applications, including MD-PRO, DAT, DTRS and A-DAT. (Pat Byrne, 201-794-5922)

Hiawatha, IA – Parsons Technology announced an upgraded version of its best-selling QuickVerse® 5.0 Bible software. The program enables users to view and search dozens of Bibles, reference books and maps simultaneously. QuickVerse 5.0 is available in three new CD-ROM editions and allows searches of non-English words. (Michelle Bowsler, 319-378-7006)



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-Dick Row, President, Boff Radio Network



Raul Ries is the pastor of the 12,000-member Calvary Chapel of Golden Springs in Diamond Bar, California. He holds Master Degrees in Ministry, Divinity and Arts from Azusa Pacific University, and a Doctorate in Ministry from Fuller Theological Seminary.



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New Member Profile: WSOT-TV's Sports Plan

WSOT-TV/Marion, IN. has a motto: "Attempt great things for God that Grant County may know Christ." Founded by the 250-member Sunnycrest Baptist Church in 1984, the station began as a cable channel affiliated with Acts TV. In 1990 it became a low-power UHF channel (25) with a coverage of more than 50 miles.

Sunnycrest used data from a survey of Grant County residents which found that 70 percent of the county was unchurched. This came as a big surprise to the church since the residents of the county considered themselves largely a conservative, Christian community.

General manager David Trimble reports that the number of unchurched has grown to 75 percent. In 1980, a Nielsen survey reported that adults and children watched TV for 40 hours a week. Currently, Nielsen reports that adults watch TV 40 hours weekly and children watch 30 hours a week. Using the original statistic, Sunnycrest decided to put on quality programming to reach the community with the Gospel.

One of WSOT's approaches is to present local sports events live followed by evangelistic programs. Trimble reports that the success of the station over the first three years of this program can be attributed to Marion winning the State Championship in basketball.

Surveys show that more than 50 percent of the viewers who watch the sporting events stay tuned to the praise and worship shows. The sporting hook creates an interest in Sunnycrest; attendance has increased to more than 2,600. Thirty percent of the new congregants made a commitment to Christ while viewing the programs.

Trimble says, "The station has two founding principles: first, no televised fund raising, and second, air only quality programs any family can trust." Community is important to WSOT; the station airs the local Christmas Parade and a Care and Share Community Auction, and sponsors debates with local and statewide candidates. Marion's mayor goes on-air live weekly to take calls.

The greatest problem facing WSOT is losing its current channel which is assigned to an NBC affiliate. WSOT is negotiating to pick up a new channel, which likely will be in place by July 1999.

— Anne W. Tower is director of member services for NRB and can be reached at 703-330-7000, ext. 511 or atower@nrp.org.



David Trimble

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by *Christine L. Pryor*

What happens when a Hollywood entertainment company decides to do a film with a biblical theme? When the company is DreamWorks SKG, a lot of research, planning and innovation lead to a fascinating animated feature film.



Above. By a miracle, the Red Sea is parted to enable the Hebrews to escape the Pharaoh's chariots.

Background image. Scores of slaves toil to drag the massive idol of Pharaoh Seti to its place of honor in the Egyptian empire.

Delivers Moses

DreamWorks interprets the story of Moses with brilliant animation, vast landscapes, sumptuous sets, a cast of stage and screen stars (Val Kilmer, Michelle Pfeiffer, Jeff Goldblum, Sandra Bullock, Steve Martin, Martin Short, Patrick Stewart) and special effects — used in 1180 of the 1192 scenes — of dust, shadow and light.

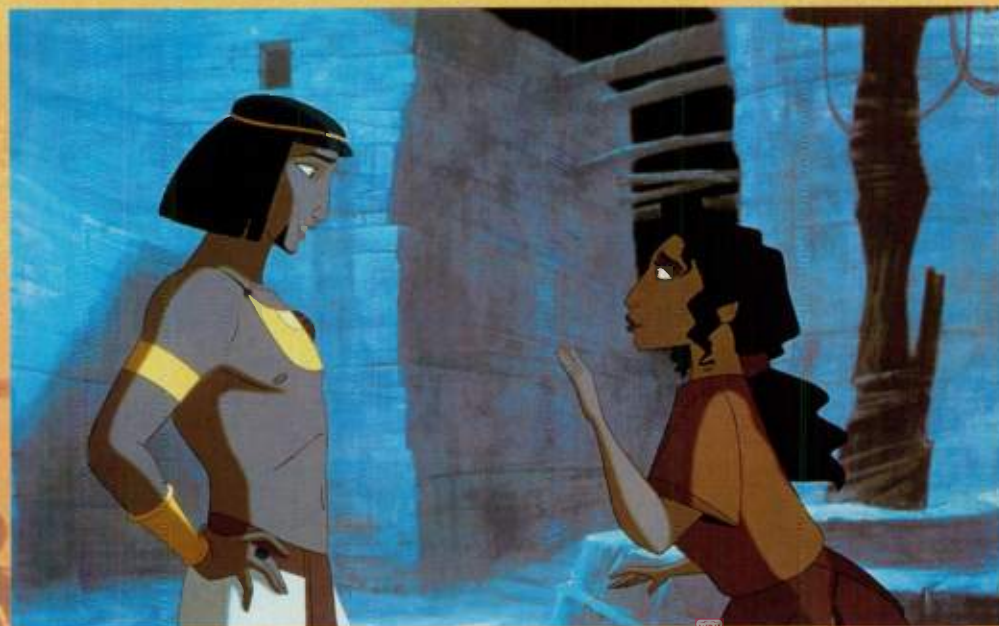
Many Hollywood directors insist the key to a successful film is a good story. Awe-inducing, ground-breaking artistic and computer-generated special effects

endeavors aside. *The Prince of Egypt's* story is a good one. But don't go to the theater with a pocket Bible, a pen light and a yellow highlighter.

If you're expecting a scene-by-scene visual rendering of the biblical account of Exodus, remember that the studio is a Hollywood entertainment company, not a religious broadcaster. The film's introduction states it is "true to the essence, values and integrity" of the story. So although DreamWorks SKG carefully secured the views of

many theologians and religious leaders — including those of NRB president Brandt Gustavson and members Ted Baehr, James Dobson, Billy Graham, D. James Kennedy and Pat Robertson — several points of biblical inconsistency emerge.

A partial list of divergencies: Moses is not reunited with his mother as an infant, he speaks flawlessly and therefore does not need Aaron's eloquence, he kills the Egyptian by accident rather than murdering him, Aaron is reluctant to



Above. In their exodus from Egypt, the Hebrews, freed at last from slavery, come to the Red Sea.

Left. Moses, a prince of Egypt, is confronted by the Hebrew slave Miriam, who causes him to question his identity and his heritage.

DreamWorks Delivers Moses

support Moses and discourages him from speaking to Pharaoh, the particular responsibilities of the Hebrews during the Passover are largely ... passed over. Other discrepancies exist, enough to possibly spur a broadcast contest of guess the number of fictionalizations.

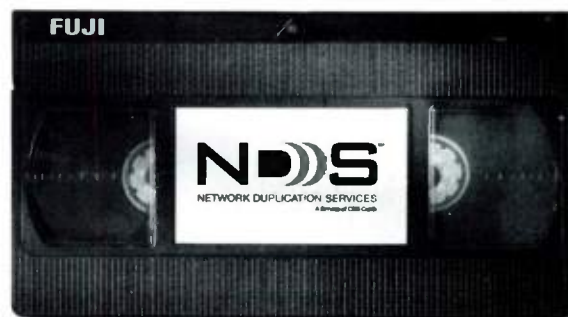
Before you write a letter of disappointment to the creative people of DreamWorks, consider again the film's introductory mission statement of keeping intact the essence, values and integrity of the Exodus. It is not intended to be a literal interpretation, but entertainment with a positive

message. And despite the many textual inconsistencies, the film's central theme is clear. In the words of DreamWorks principal Jeffrey Katzenberg, "A man has an experience with his God" which forever changes his life, his perceptions and his people's history.



Tzipporah and Moses begin a romance in Midian, Tzipporah's homeland.

This experience for Moses is witnessing God speaking through a burning bush. Director Steve Hickner says, "The proudest moment for me was that we actually got the burning bush scene to work. You have to believe it works in order for the rest of the film to work. It is the central.



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First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest speakers prominent in the Pro-Life movement.

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DreamWorks Delivers Moses

pivotal moment of the film." And Hickner has reason to be proud: with a Hans Zimmer score that beckons, weeps and inspires undergirding the visual images, the animation captures the solemnity of the experience, Moses's human reactions and the Lord's comforting response to Moses's terror.

Will audiences believe the scene? More importantly, will they realize that they, too, can have a relationship with God, a life altering, central, pivotal experience with their Lord? When asked what he wants his children to take away from the film, production designer Darek Gogol responds, "I pray



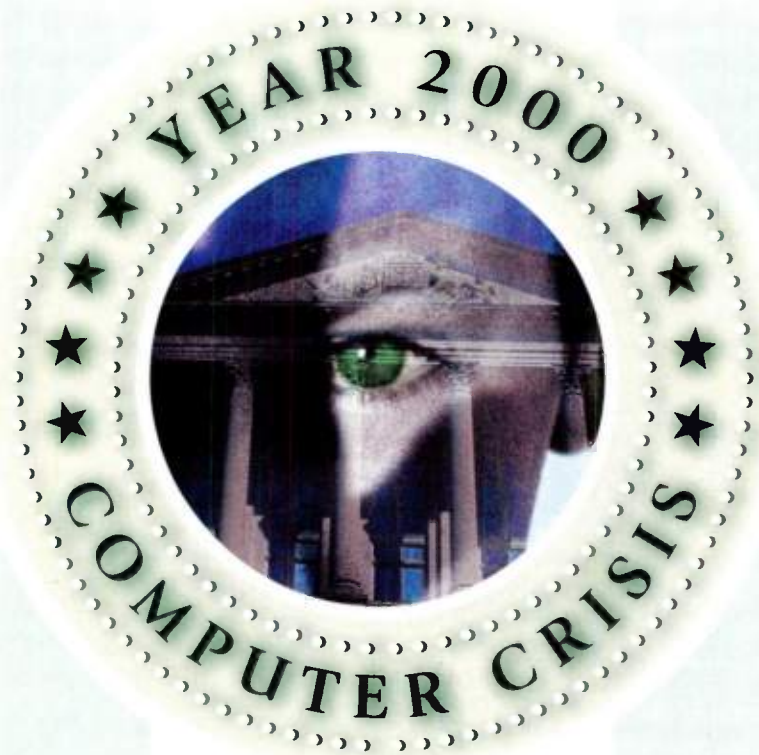
A panoramic view of the cast (L to R) Aaron (Jeff Goldblum), Miriam (Sandra Bullock), Tziporah (Michelle Pfeiffer), Moses (Val Kilmer), Rameses (Ralph Fiennes), Hotep (Steve Martin), Huy (Martin Short), Pharaoh Seti (Patrick Stewart) and the Queen (Helen Mirren).

they're going to get it and find the values in the film. The idea is that instead of interpreting it, let them watch it and then we'll talk about it."

Watch it and then talk about it. Perhaps religious broadcasting should take note of Moses going Hollywood. Maybe *The Prince of Egypt* can attract seeking hearts through the flickering silver screen that would never approach the worn wooden altar. And maybe, just maybe, the prince of Egypt will lead a few people to the Prince of Peace.

Christine L. Pryor is managing editor of NRB who plans to take her eight-year-old niece, Taylor, to see this film. Reach Pryor at 703-330-7000, ext. 515 or cpryor@nrb.org.

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Revelato

Communicating through Christian films

by Peter Lalonde

Films are the story-telling medium of our generation, defining our culture and values, teaching us what to embrace and what to abhor, showing us the good guys and bad guys. Films fuel our dreams and expand the limits of our imaginations. They may be the most powerful force in a global world seeking to find its place in a new millennium.

From a Christian perspective, this can hardly be seen as good news. Films portraying positive values are few and far between; Christianity, very much at the heart of the western world, is rarely represented on the big screen and seldom shown in a flattering light.

Over the past 15 or 20 years, many have rightly pointed out the problems with the movie-making community. Yet with few exceptions, the Christian community has not offered real alternatives —

projects with a positive message that also make fiscal sense.

However, I believe that new technologies, an exploding television universe and the new millennium make this a perfect time for some innovative Christian films to really break through to great success.

Apocalypse Now

Apocalypse, which my brother Paul and I co-produced with NRB member Jack Van Impe, was released in January 1998, has sold more than 250,000 copies and is being viewed around the globe. I hope that by sharing our experiences we will empower and encourage other Christian filmmakers to conceptualize and create the great films that lie within them.

Looking back, the process seems logical and obvious; at the time it was anything but. Every step was fraught with difficult decisions and judgments in a world where there are no right or wrong answers. Content? Cost? Genre? Union or non-union actors (triple the price for the former), unknown or known (200 times the price or more for the latter).

As producers, Paul and I faced more



Thorold Stone (Jeff Fahey) arrives on the scene of the latest terrorist attack in *Revelation*.

ry Reels

than a hundred decisions like these and that is where the art of producing lies. Everything is a value judgment, a trade-off, dependent on upon everything else.

Know the Ending

Have a clear vision of what you are trying to achieve. There are a thousand and one great ideas. Each one sounds great in its own right, but do they really serve the core vision that you have? If not, as brilliant as they may be, let them go.

What is your message and who is your audience? How can you best reach them? If you don't think in these terms you may make a film that would have an impact on you, but very few others.

Can you fiscally afford to reach your audience with the message you want? The movie business is tough and competitive. Nine out of 10 movies lose money. The challenge is even tougher for Christian films. Be realistic up front and separate your long-term vision from short-term objectives.

The movie business is, by its very nature, a world of dreams and fantasy. Don't let those dreams leave your creative

meetings and slip into your boardroom.

The Write Stuff

Like many in the film world, Paul and I are convinced that the single most important element of a good movie is the script. For *Revelation*, which comes out January 1999, we spent a full year writing the script — planning, thinking and writing every day. It equals about two pages per week, average for a good movie.

Paul is fond of saying that if you want to cut down more trees, spend 90 percent of your time sharpening your ax. The same is true with your screenplay. If you are writing it, know the story and the characters before you write the first word. If you are buying a script, read a hundred or more (we looked at several hundred this year) to make sure it is the best script to achieve your objective. Ninety-nine percent of scripts should never be made into movies, but that remaining one percent is worth all the digging.

With *Revelation* we faced a difficult dilemma because we wanted to make a movie that would be a great encouragement to people of faith, and yet not alienate those who know nothing of the Bible. To do so, you have to present the story in a way that makes sense to everyone regardless of their background.

It took a full year to get the script to where we wanted it. Count the cost before taking on something of this magnitude because it uses so many resources within the organization.

It's Not Radio

Film and television are visual mediums. One of the shortcomings of Christian TV is that we often use it as radio with pictures. People sit

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The action is intense in Revelation as the forces of evil use a combination of lethal muscling and supernatural powers to hunt down members of the Christian resistance.

Revelatory Reels

around and talk, sing and preach — audio-based communication. You could close your eyes and still capture 95 percent of the total meaning of what you are witnessing.

The challenge is to bring Christian production values up to the level of secular counterparts. Your audiences are experts in production value. They may not know about dollies, cranes, focus pulling or an audio mix, but they do know what is good and what isn't. People have seen it done right and when you don't live up to that level, they know it. That doesn't mean we have to spend a huge amount on every production, but do what you can do well.

We intentionally broke this rule while making *Apocalypse*. Instead of spending our limited resources on expensive film stock and known actors, we chose to allocate our resources in trying to show as much of the global impact as we could. Some critics point out that we sacrificed technical quality to achieve this. I agree. And I think we gave viewers a better sense of what those days would be like than taking the safer, more technically correct route. In *Revelation*, we had a much larger budget which didn't require such painful trade-offs.

Be a Team

Movie making is a collaborative effort. You need writers, producers, a director,

financial people, actors and a crew that can range from ten to hundreds. You've got to get people you trust and trust the people you get. It's too big for you to do alone. Can you cope with this? If you want to make every decision, write a book.

In *Revelation*, director Andre van Heerden interpreted our script and put his vision of it on the screen. Our relationship with Andre allows him to have input on the script and for us to have input on the general direction of the movie. But Andre directs what you see on the screen of *Revelation*. As an actor with 65 feature films to his credit, Jeff Fahey decided how the lead character would react in certain instances. In the end, the movie on screen is not the movie we wrote. It is better.

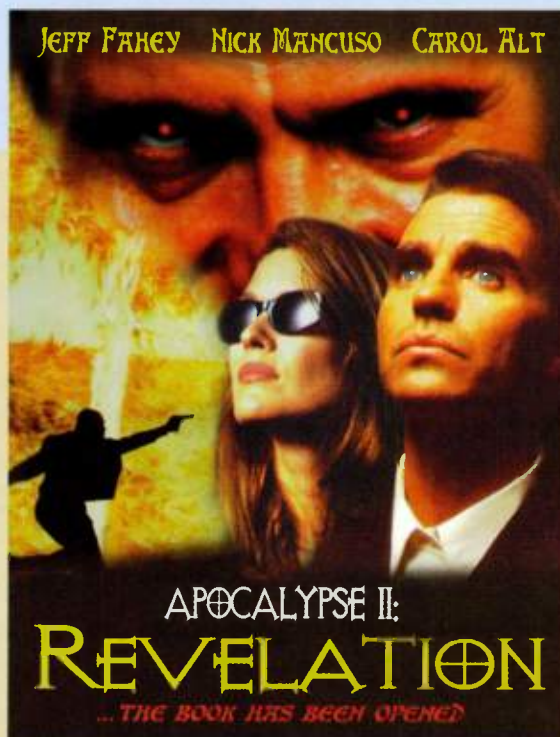
The teamwork behind the scenes was critical as well. This was too big a project for Prophecy Partners. With a budget of \$5 million, it was probably too big for any single ministry. But we are fortunate enough to have terrific partners in Jack and Rexella Van Impe. We dream up the ideas together, we look at rough drafts and approaches, we discuss our visions and together we create projects that neither partner could have done alone. With *Revelation*, NRB member John Hagee has joined the team. Without the cooperative efforts of each, *Revelation* would not exist.

Do it!

If you have the vision to make movies, and if it just won't go away, then do it. You can find a way. One young man took a 50-mile bus trip into Toronto, Canada, every day to volunteer on the set of *Revelation*. He became the fourth assistant director. His enthusiasm and passion for the magic of movie making caught everyone's eye. Now he has a career ahead of him, whereas the other 50 grad students who sat at home are still looking for their big break.

We need good Christian movies. My vision is to work with our partners to make a variety of great films. We need good movies that communicate with society. The Internet, Virtual Reality, computer technologies, the birth of a global community and the dawn of a new millennium challenge people to seek new ideas about the world. Movies will help define that world by showing alternative paths into the future. It is a great time for Christian film makers to play an active role in the definition of yesterday and tomorrow.

Peter Lalonde is a partner with Prophecy Partners, based in St. Catharines, Ontario. He may be reached at 905-684-5561.



Revelation ... the book has been opened.

The buttons had been pushed and missiles filled the skies. Moments away from total destruction, the nukes vanished! Along with 187,000,000 people. The world had been changed forever and the reign of the Messiah had begun. Or had it? Thorold Stone (Jeff Fahey) is a man at the center of the intrigue. While seeing what the self-proclaimed Messiah (Nick Mancuso) has done for the world, he also uncovers a stunning global deception. With the aid of an underground resistance, a computer geek (Tony Nappo) and a beautiful blind cynic (Carol Alt), Stone finds himself in the middle of the prophecies of Revelation, locked in deadly battle with Satan.

This is the compelling storyline to *Revelation*, the latest film from Prophecy Partners. The \$5 million feature film will be released on video to Christian Bookseller Association stores February 20, 1999.

For more information or to schedule interviews, contact Byron Jones at 905-684-5561.

- PL

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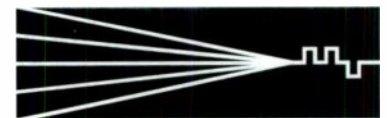
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Hitting Home

by Kent Hunter

What is the relationship between Christian radio and the local church? When this question was posed to Pastor Bill, I received this interesting response: "I guess you could say that we're pretty much in the same business, in a general way. I know a lot of my members listen to the local station. I'm sure it helps them in their daily lives. It's better than some of that trash on the radio. My people can hear some gifted teachers. I listen to the music sometimes. Occasionally, we'll have a special event here at church and send them the information to put on the community calendar. That's about it."

Is it? Could there be more to the partnership? Are your Christian radio station and the local church on the same team? Is there untapped potential? Does the local church see the Christian radio station as an ally and a partner, or just another ministry?



Your radio team wins when it partners with the local church.

Surveying the Team

Creative Consultation Services recently conducted a random sampling of 120 Christian radio stations. We asked station managers if they had a mission or purpose statement. If they had one, we asked them to send it to us. Of those in our sampling, 68 station managers, or 56.6 percent, sent back the questionnaire.

Only 5.9 percent of the respondents report no mission statement. Another 5.9 percent are presently in the process of developing one. A content analysis determined how the stations emphasize support of the local church.

Twenty-eight percent report being specifically in partnership with the local church, while 72 percent make no

mention of it. This doesn't mean that there is no partnership with churches in seven out of every 10 Christian radio stations. It does show that it's not an intentional part of the purpose of the station.

Building the Team: Five Ways to Recognize Value

For Christian stations that want a more intentional partnership with the local church, there can be benefit for everyone involved and for God's kingdom. The process should begin with recognizing the value of broadcasting in God's work of revival.



Radio is one of the effective vehicles for communicating the Gospel in the modern Christian movement. In every great Christian movement, the communication of the Gospel has been enhanced by the development of a new vehicle. In the New Testament, it was the discovery of using papyrus for writing letters. During the Reformation, it was the Gutenberg printing press.



Revisit your theology. Is the local church God's mechanism for world evangelization? If so, all other ministries are in support of the local church. There is no question that Christian broadcasting encourages, instructs, inspires and motivates Christians who are part of the body of Christ. But what about the local church in its corporate form? How can your station help the local church as a gathering of individuals?



Reconsider your mission. Do you program only to the individual or can you intentionally provide pro-

gramming with emphasis on supporting local churches in partnership?



Raise the encouragement level of local pastors. Recent research by George Barna reflects that only 21 percent of Protestant pastors are "very satisfied" with the overall ministry of their church.



Renew and enlarge communication with and among churches in the community. All too often, the church is so fragmented and fractured through denominations, different styles and traditions, that there is very little source of focus and unity in approaching the challenges of the local community. Your station can provide a significant forum to bring congregations together for those events and activities that can help equip them to be more effective in their mission.

— KH

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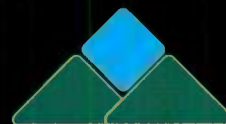
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Hitting Home??

The mission statements contain 20 general concepts. Mentioned most frequently (in 33.8 percent of the documents) is "to win and mobilize for salvation through Jesus Christ." A similar item, in 14.7 percent, is "evangelism and outreach." "Great Commission" appears in only 4.4 percent.

The second major topic listed is connected with "building and equipping the listeners' walk with the Lord," in 29.4 percent of the documents. The third category relates to equipping and building in that it reflects "education and edification," another 29.4 percent response.

The fourth category reports "Bible teaching and truth" and

is found in 27.9 percent of the documents. Fifth is "honoring God and representing Jesus Christ," in 26.5 percent. The sixth category includes partnering with the local church and reflects 16.2 percent of the documents. It closely relates to the ninth category of strengthening the local church (11.8 percent) and the 18th category, supporting the local church with free air time (4.4 percent).

Hit a homer by using the information below. You might raise your batting average with the local church.

Kent Hunter is president of Church Growth Center, based in Corunna, IN. He may be reached at 219-281-2452.

Practice Sessions: Ten Primary Points



Provide programming that will enable Christians to help their churches move from maintenance to mission. So much today is aimed at consumer-oriented Christianity. There is a plethora of programming to help the listener become a better Christian. But what helps them to become a better part of the body of Christ or shows them how to grow toward the corporate mission of the church?



Organize community events that strengthen the church outreaches. Sponsoring concerts and speakers to address personal challenges is great, but what about evangelism, outreach, missions, church planting, witnessing?



Share your basic operating concept of marketing sensitivity with local churches. A successful radio station knows its audience: their habits, their needs, what they find attractive. You could provide significant assistance to help churches move out of their cloistered shells and become more sensitive to the people they are trying to reach.



Build bridges. Have lunch with pastors and church leaders, and listen more than talk. Sponsor an annual clergy appreciation event.



Encourage church attendance. Many listeners are semi-active or inactive in church; some are un-churched. Your station has a significant opportunity to encourage people to attend their local church and to be involved.



Be willing to provide information from the pastors to the community. In many cities, the initiative must be taken by the congregation. Perhaps you should be more aggressive in extending the invitation for churches to share.



Deal with the dollar issue and let churches know you are not in competition with congregational finances. The concept could be so well developed that the church will want to include your station as part of its mission budget. The financial relationship would benefit the church and your station.



Invite pastors to chat on air during your non-commercial station's sharathon. Pastors who are not threatened by the concept of "competitive fund raising" will participate, cement their relationship with the station and feel a part of the ministry. So will the members of their churches.



Program a monthly or weekly showcase report of a local church, sharing the uniqueness and strengths of the church. When it is scheduled to run, provide the church with materials such as bulletin announcements and newsletter items to alert their members. Provide an audio clip to play in church or Sunday School to encourage the church and introduce new listeners to the station.

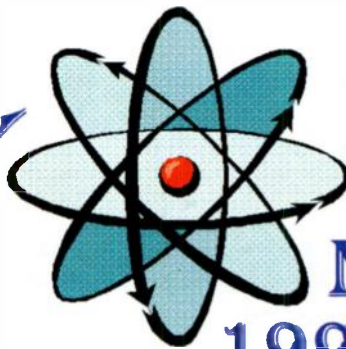


Watch for achievements of the local church. Many newspapers have a religious page that highlights extraordinary events in the history of local churches. Include those stories in your newscast. If a church is relocating, it should make the news on your station. The same holds true for building dedications. When new pastors arrive, welcome them during the news, just as secular news welcomes new city council members, aldermen or mayors.

You can have a tremendous partnership with the local church. Congregation members will greatly appreciate the support and encouragement. Let's work together for the common cause of Jesus Christ.

— KH

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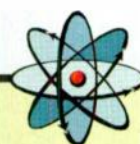


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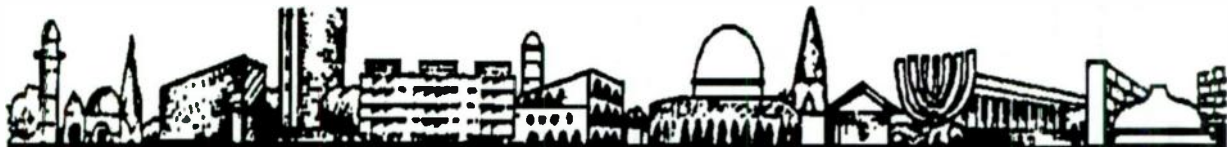
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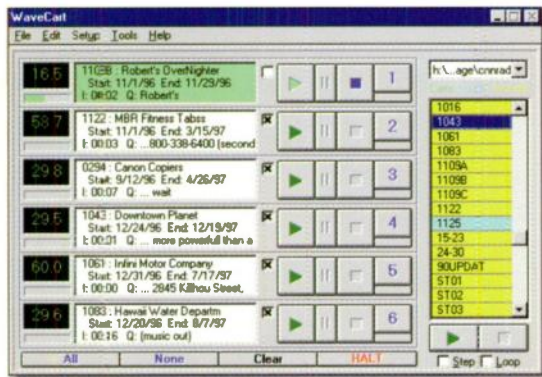
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